

MEDIA RELEASE

Slow Down, and Shift Into Winter

Kamloops, BC / December 8, 2009 -- The BCAA Traffic Safety Foundation and WorkSafeBC are asking drivers in the Kamloops region to, “Slow down and shift into winter driving mode,” as their **Shift Into Winter** campaign begins today.

“Each year, many workers who drive either full or part time as part of their job, are killed or injured on the job,” said Mark Ordeman, WorkSafeBC’s Industry and Labour Service Manager responsible for trucking. “Workers, and the general driving public, need to be especially vigilant as the days get shorter and the weather changes.”

Highways, roads, and city streets are workplaces that become hazardous when the weather changes. Snow, ice and rain create serious occupational hazards for workers such as delivery people, couriers, and logging truck drivers who are behind the wheel as part of their job, every day.

Motor vehicle incidents (MVIs) are one of the major causes of worker deaths in BC. Last year in BC, 16 workers lost their lives in motor vehicle crashes.

“This is a great initiative on the road and occupational safety fronts,” said Allan Lamb, Executive Director of the BCAA Traffic Safety Foundation. “Workers and employers can minimize the risk of serious injury or even death by modifying driving behavior and attitudes, and implementing safe driving practices.”

To help reduce the risk of occupational injury for those who drive for work, WorkSafeBC has developed safe driving fact and tip sheets. They are designed for distribution by employers to their staff and are available from the WorkSafeBC website at www.worksafebc.com.

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into
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